



**TULLAHOMA AREA CHAMBER OF COMMERCE**

# Tullahoma, Tennessee

## Retail Profile

Located in the heart of Middle Tennessee, the City of Tullahoma is within 65 miles of Nashville, Chattanooga, and Huntsville, Alabama; and only 10 miles west of I-24.

Tullahoma serves as the commercial, economic, medical, and cultural center for Southern Middle Tennessee, which includes a population of approximately 150,000 residents. The low cost of living, the presence of three major recreational lakes,

numerous golf courses, historical tourist attractions, and the nearby Smoky Mountains has also resulted in the region becoming a coveted second home and retiree destination.



**Harton Hospital**

Nestled next to Arnold Engineering Development Center, Arnold Air Force Base, and the University of Tennessee Space Institute, Tullahoma is known around the world as an aerospace technology hub. Tullahoma City Schools have a statewide reputation for the high quality education they provide. The area is also home to a growing medical community anchored by Harton Regional Medical Center that recently invested in a \$22 million dollar expansion and was recognized with a national 2009-2010 Hospital Value Index™: "Best in Value"™ Award.

Aerospace Testing Alliance, Goodrich Landing Gear, Cubic Transportation Systems, Nissan, and Motlow State Community College are other local major employers for the city and surrounding towns as well, resulting in a progressive well-educated community (i.e. Tullahoma is the only Tennessee market outside of a metropolitan area containing a census tract with average HH incomes above \$100,000 and 25% of residents hold Bachelor degree or higher).

The area offers visitors a wide variety of tourism and entertainment venues. Jack Daniel's and George Dickel Distilleries, Tennessee Walking Horse Celebration, Bonnaroo Music Festival, and the former Confederate Headquarters for the Army of Tennessee during the Civil War. Tullahoma is also the home of several sports tournaments, including the Little League Baseball All-Star Tournament in 2010.



**Northgate Mall**

### Tullahoma Municipal Airport



Tullahoma's quaint downtown area, an enclosed mall, and a number of smaller shopping centers housing locally owned businesses, unique shops, and national retailers and restaurants help make Tullahoma "tennessee's rising star". Come see for yourself — it's a wonderful place to conduct business!

#### Population

<b>Tullahoma 37388 (2005 Estimate)</b>	<b>24,331</b>
<b>Within 15 Miles</b>	<b>87,252</b>
<b>Tullahoma Micropolitan (2007 Estimate)</b>	<b>99,067</b>

#### Income

<b>Average Household Income</b>	<b>\$54,137</b>
<b>Traffic Count</b>	
<b>Jackson St. &amp; Cedar Lane</b>	<b>35,210 cars per day</b>

#### Number of Households

<b>2006 Estimate</b>	<b>9,672</b>
<b>2000 Census</b>	<b>7,336</b>

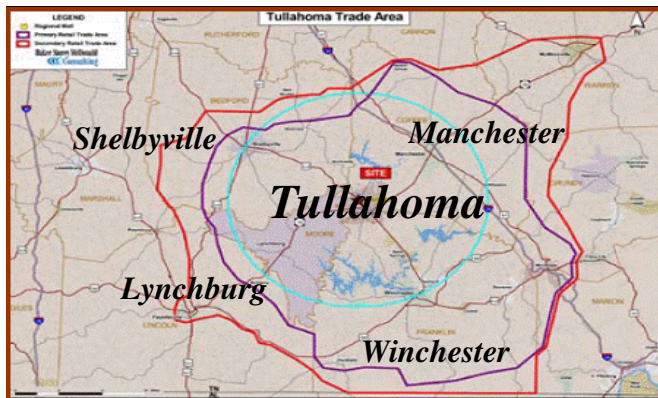
#### Education

<b>Bachelor Degree or higher</b>	<b>25%</b>
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#### **Tullahoma Quick Facts**

- ◆ **#1 rated micropolitan city in the State of Tennessee by Policom Corporation in 2007, 2008 and 2009**
- ◆ **Serves as trade area to 8 surrounding counties**
- ◆ **Growth rate above national average**
- ◆ **Home of the only enclosed mall in Southern Middle Tennessee at 200,000 sq. ft., anchored by JCPenney and Burke's Outlet**
- ◆ **Regal 8 Cinema attracts movie goers from surrounding cities**
- ◆ **Tourism destinations: Jack Daniel's and George Dickel Distilleries, Tullahoma Regional Fine Arts Center, Tennessee Walking Horse Celebration, Bonnaroo Music Festival, Beechcraft Heritage Museum, Hands-On-Science Center**
- ◆ **Three recreational lakes--Tims Ford and Normandy Lakes, and Woods Reservoir, all within 10 miles**
- ◆ **Motlow State Community College is ranked 13th among the Top 50 Fastest Growing Community Colleges in the nation for students enrollment of 4,000 to 4,500**
- ◆ **State-of-the-art all fiber optic network through the local Tullahoma Utilities Board. The network is fiber-to-the-premise and provides high speed internet, full-featured telephone, and high quality video**
- ◆ **Tullahoma Municipal Airport is capable of handling a wide variety of corporate and jet aircraft and boasts a new, spacious terminal bldg.**

**For more information contact Diane L. Bryant, Tullahoma Area Chamber of Commerce  
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### Population by Age (2000)

65+	3,648
55-64	2,435
45-54	3,169
35-44	3,696
25-34	2,850
20-24	1,367
0-19	6,659

### Top Area Employers

Aerospace Testing Alliance	2238
Harton Regional Medical Center	550
Goodrich Landing Gear	269
Wisco Envelope Co., Inc.	265
Cubic Transportation Systems	223
Tennessee Apparel Corp.	220
Jacobs Technology Inc.	174

### 20-Mile Radius Profile

2008 Population	128,549
2013 Projected Population	136,502
2008 Households	50,434
2013 Projected Households	53,809
2008 Median Age	38.0
2008 Average HH Income	\$52,587
2013 Projected Average HH Income	\$58,415

### 30-Mile Radius Profile

2008 Population	220,082
2013 Projected Population	234,569
2008 Households	85,112
2013 Projected Households	91,166
2008 Median Age	37.0
2008 Average HH Income	\$53,726
2013 Projected Average HH Income	\$59,613

### Daytime Employment

3-Mile Radius	13,159
4-Mile Radius	17,458

### Major Retailers

Bath & Body Works  
Big Lots  
Burke's Outlet  
CVS Pharmacy  
Cato's  
Claire's  
Dollar General  
Dollar Tree  
Electronic Express  
Family Dollar  
Goodwill Industries  
Hastings  
Hibbett's  
JCPenney  
Kroger  
Kmart  
Lowe's  
Merle Norman  
OfficeMax  
Olan Mills  
Payless Shoe Stores  
Peebles  
Radio Shack  
Sally Beauty Supply  
Sears  
The Factory Connection  
The Shoe Department  
Walgreens  
Wal-Mart Supercenter

### Nationally Known Restaurants

Applebee's  
Arby's  
Baskin Robbins  
Burger King  
Captain D's  
Dairy Queen  
Domino's Pizza  
Hardee's  
Kentucky Fried Chicken  
Little Caesar's  
McDonald's  
Papa John's  
Pizza Hut  
Red Lobster  
Ruby Tuesday  
Sonic  
Subway  
Taco Bell  
Waffle House  
Wendy's  
Zaxby's

### Specialty Stores/Restaurants

Tullahoma also features unique local specialty shops and restaurants such as Bookhaven Coffee Shop, Christy's Jewelry & Gifts, Clayton's Shoe Store, Daddy Billy's Delicatessen, Fast Jack's Restaurant, Lyndsay's, Men of Merit, Painted Clay Studio, Piggy's Place Bar-B-Que, Sweet Aroma Café, T. Michelle Clothiers, The Celtic Cup Coffee House, The Silver Mine, and fine dining at Emil's Restaurant.

**Tullahoma - "tuhl-uh-hoh-muh" - A Native American term meaning "Red Earth"**  
**A City As Unique As Its Name**